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~~Proposed~~ Joint PW Policy Guidance for  
BGFIEND

1. The PW Objective: To initiate covert and overt propaganda attacks designed to exacerbate Albania's already difficult political and economic situation and consequently to weaken the present regime's hold on the people. Propaganda activities therefore should be geared to create among the Albanian population -- and in some instances among the present regime -- feelings of insecurity, chaos, resentment, and fear, keeping the hope for eventual liberation alive. The Albanian population, however, should not be incited to premature revolt. From the start propaganda output should treat the Albanian population as active participants in a well-thought-out plan, rather than as passive witnesses. Each propaganda product, however brief, should include a positive statement of action for the consumer. (The term "action" in this context does not mean hasty, ill-considered violence, but rather a non-violent, subversive program instilling in the population a feeling of participation in an organized plan.) No action shall be taken in connection with the PW objective which might endanger the position of Tito.

2. PW Guidance on Principal Political Issues:

a. Propaganda should stress the Free Albania Committee's role in a close collaboration with the Western Powers as the protector of Albania's territorial integrity. In expressing this line, propaganda output should invariably use the term "maintenance of Albania's territorial integrity."

b. Propaganda should call for close and friendly relations between Greece and Albania. Involvement in the complicated and controversial question of the Northern Epirus will be avoided.

c. Propaganda should call for mutual respect for sovereignty as a fundamental basis for friendly Italian-Albanian relations, particularly in the economic field.

d. No hints or implied commitments of any kind should be permitted in connection with respect to possible direct American or British aid to a free Albanian Government. However, the sharp contrast should be drawn between the aid being afforded Western nations from the U. S. and the pitiful and

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degrading conditions of Soviet satellites seeking aid from the Soviet Union.

e. The basic consideration concerning Yugoslav-Albanian relations is the question of the Kossovo. Propaganda must avoid any implication that the Committee favors the return of the Kossovo to Albania; it should also avoid the impression that the Committee is anti-Tito or anti-Yugoslav, on one hand, or in league in any way with the Yugoslavs, on the other:

(1) Propaganda should not maintain neutrality in discussing Yugoslav difficulties with the Cominform, but rather seek to point out the lessons to be learned from the Yugoslav situation as to the fate of Soviet satellites. It should avoid all mention of and ignore current Yugoslav efforts to influence the situation inside Albania, particularly with regard to the Yugoslav-sponsored Committee headed by Gani Kryeziu.

(2) Propaganda should not actively seek to encourage Titoism among the Albanian Communists, although such encouragement may result as a by-product of the emphasis on nationalism and sovereignty. Note: The object is not to restore Albania to its former status as a Yugoslav satellite.

f. There is no objection to referring to the Turkish occupation of Albania as a historical parallel to the current situation in order to illustrate to the Albanians that foreign domination is not an eternal thing; but propaganda should avoid any offense to the Turks.

g. Propaganda should link the Committee with the Western Powers in their struggle for a free Europe. The role of the United States, and where appropriate, of Great Britain, should be stressed in regard to the establishment of Albanian independence and the strengthening of her territorial integrity following World War I.

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h. Propaganda should avoid the problem of King Zog. The propaganda course to be followed in response to initiatives taken by Zog should be determined as they occur.

3. Targets:

The PW attack should be directed against:

a. "The enemy" -- i. e., the present regime, members of the Communist Party and Soviet-appointed stooges in the army and civilian administration. (A sense of insecurity already exists among the majority of the present regime; propaganda activities should try to stimulate it.

b. The general population, including the army, whose resentment against the present regime should be exploited.

4. Propaganda Themes:

a. The propaganda campaign should be conducted in the name of the Free Albania Committee, and in special cases in the name of an underground organization obviously closely associated with the Committee. All through the campaign, the impression should be created and maintained that this Committee is a well-organized, efficiently functioning body whose efforts are thoroughly planned and amply supported.

b. The propaganda themes -- listed below in detail -- should be represented by selected news stories and commentaries which should report items to encourage thinking along the lines indicated.

(1) Anti-Soviet: Cite facts which exemplify how the Communist regime is responsible for:

(a) Debasing the Albanian economy (such as the drain on food supplies by the army).

(b) Disrupting relations with neighbors.

(c) Making Albania the pawn of USSR power interests.

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(d) Instituting terror against simple Albanians.

(e) Setting father against son.

(f) The ruin of the peasants through doctrinaire Communist policies.

(g) Converting Albania into a base of military operations against nations traditionally friendly to Albania, and thus insuring Albania's destruction in the event of war.

(2) Anti-Collaborator. Characterize Soviet-Albanian collaborators as:

(a) Weak little men.

(b) Selling out their country's welfare.

(c) Plotting against the freedom of action of true patriots.

(d) Weakening the courage of the populace.

(e) Enriching themselves.

(3) Confidence in National Committee.

Emphasize the variety of elements and breadth of interests represented in the Committee by exploiting the huge and responsive international audience for the Committee's voice. Predictions of the Committee should be timed so that the entire population will have its confidence bolstered by observing their fulfillment.

(4) Awareness of Problem. Descriptive material should develop the essential elements of the political and economic problems, all of which derive from Moscow's domination.

(a) DMP-MVD

(b) Informers

(c) Former German prisoner-Gestapo terror.

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- (d) Communist collaborators
- (e) Threats of neighbors
- (f) Control of currency in USSR hands
- (g) Expropriation of merchants
- (h) Labor and concentration camps

(5) Freedom is Attainable. Exploit the support of all elements by:

(a) Citing the numbers of people ready to help in Albania.

(b) Citing the strength of powers already combined against the USSR.

(c) Detailing the history of Albanian self-determination.

(6) Determination. Assume constantly that courage and firmness can overcome long odds -- "better an eye plucked out than a head lost"; conversely, emphasize the weakness of the appeasers, especially Hoxha.

(7) Feeling of Participation. Word of mouth dissemination of information should increase the sense of participation:

(a) Stunts, such as lighting of fires on hilltops, at specified moments, should be arranged.

(b) Passive resistance should be encouraged.

The methods envisioned by Item (a) above, will not be employed until express instructions are furnished by headquarters for their use.

(8) Sense of Unity.

(a) Numbers of local Committees should be exaggerated.

(b) Exploits of agents should be reported in detail.

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(c) Channels of communication should be shown to be protected.

(9) Hatred of enemy. Vilification of the USSR and of Communist collaborators should be based upon active incidents.

(a) Assassination or imprisonment of revolutionaries should be itemized.

(b) Murdered hostages should be martyred.

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} 2 (one for British)  
Mr. Philby - 1  
EE-1 - orig.

EE-1/GMY/bjm 3 August 50

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